

Know Your Products

Lesson 2, Products & Customers || Worksheet

*Use this worksheet to help you define exactly what your products are.
Keep it, tweak it, and re-do it at least once a year.*

TODAY'S DATE

Step #1: List Your Products

Start by listing all of your products. That means every single thing that you sell.

My Products:

Step #2: Group Your Products

Decide if you need to group your products into product groups, or “buckets.” If you do, then figure out what those buckets should be and group your products into them here. Name each product group and then list all the products and services that go into it. If you need more buckets, copy this page or print it out again.

Product Group: _____

Product Group: _____

Product Group: _____



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Decide if you need to group your products into product groups, or "buckets." If you do, then figure out what those buckets should be and group your products into them here. Name each product group and then list all the products and services that go into it. If you need more buckets, copy this page or print it out again.

Product Group: _____

Product Group: _____

Product Group: _____



Step #3: Write Detailed Descriptions

Pick one of your product groups. Write a detailed descriptions of that product group. Include everything you can think of. Repeat this step with each of your product groups.

Product Group: _____

Detailed Description:



Step #4: Write Concise Product Descriptions

Shorten each of your product descriptions to 2-3 clear, concise sentences. Include the things that are most important for a new customer to know about what you are selling. Cut out all the jargon and use clear language that anyone can understand.

Product Group: _____

Short Description:

Product Group: _____

Short Description:

Product Group: _____

Short Description:



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Product Group: _____

Short Description:

Product Group: _____

Short Description:

Product Group: _____

Short Description:



Step #5: List Key Benefits

List the top 3 key benefits of each product group. What does your customer get from this product? How does it make their life better? What value does it offer?

Product Group: _____

Key Benefits:

1. _____
2. _____
3. _____

Product Group: _____

Key Benefits:

1. _____
2. _____
3. _____

Product Group: _____

Key Benefits:

1. _____
2. _____
3. _____

Step #5: List Key Benefits

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Key Benefits:

1. _____
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Product Group: _____

Key Benefits:

1. _____
2. _____
3. _____

Product Group: _____

Key Benefits:

1. _____
2. _____
- _____